

Community Programs – FY 2015

The Office of Highway Safety (OHSP) engages partners both statewide and within communities. Local coalitions advance safety at the community level with a precision that statewide efforts cannot match, while the larger campaigns provide tools that localities can employ to address their problems. This combination of top-level expertise with local experience is part of what makes traffic safety so effective in Michigan.

Goals:

Decrease fatalities by 20 percent from 936 in 2012 to 750 by December 31, 2016.

Decrease fatalities and incapacitating injuries by 18 percent from 6,612 in 2012 to 5,448 by December 31, 2016.

Decrease the vehicle mileage fatality rate by 14 percent from 1.00 in 2012 to .86 by December 31, 2016.

Increase observed seat belt use of front seat outboard occupants in passenger vehicles from 93.6 percent in 2012 to 98 percent by December 31, 2016.

Task 1: Education and Communication		\$648,000
	Revision 02/20/2015	\$608,000
	Revision 01/21/2015	\$558,000
	Revision 01/27/2015	\$550,000
Section 402 funds		\$463,000
	Revision 01/27/2015	\$455,000
Section 402 funds-Paid Media		\$55,000
Section 405(d) funds		\$80,000
	Revision 02/20/2015	\$40,000
Section 405(b) funds	Added 01/21/2015	\$50,000

In-House Public Information and Education

Project Number	CP-15-03	
Benefit to Locals	No	
Grantee	OHSP-PI&E	
Grant Amount, Funding Source	\$145,000	402
Grant Amount, Funding Source	\$80,000 \$40,000 02/20/15	405(d)
Grant Start-up	October 1	
SHSP Strategy	Conduct effective communications and outreach activities. Support public information and education campaigns.	
Project Objective	Publish up to six bi-monthly e-newsletters by September 30, 2015. Issue up to twelve traffic safety news releases by September 30, 2015. Conduct up to seven traffic safety news events by September 30, 2015.	

Community Programs – FY 2015

OHSP is involved in a variety of public information campaigns and activities, all designed to promote traffic safety, seat belt use, and sober driving. As a result, a variety of public information needs arise throughout the year to support communication efforts, campaigns, and media activities. This can range from ordering additional public information materials, developing new materials to fill voids, replacing outdated items, or communicating information through newsletters and other means. OHSP also maintains a traffic safety materials catalog and updates this catalog regularly to provide the most current traffic safety information to the public.

Funding will support materials for law enforcement training such as SFST, ARIDE, and DRE programs, the *Strive For A Safer Drive* teen program, and enforcement and public information projects as well as additional traffic safety materials. Funding also allows OHSP to track its media efforts by the amount of news coverage on various initiatives.

Materials Storage and Distribution

Project Number	CP-15-04	
Benefit to Locals	No	
Grantee	Michigan State Police	
Grant Amount, Funding Source	\$170,000	402
Grant Start-up	October 1	
SHSP Strategy	Conduct effective communications and outreach activities. Support public information and education campaigns.	
Project Objective	Provide free traffic safety materials to law enforcement, schools, medical organizations, and the general public by September 30, 2015.	

Funding a storage and distribution center for materials allows OHSP to promote traffic safety and the compliance of traffic safety laws through the distribution of posters, flyers, bulletins, and brochures. Residents, organizations, and businesses are able to place orders for materials as needed. This provides opportunities to enhance local education efforts for preventing serious injuries and deaths due to traffic-related incidents. It also allows OHSP to support NHTSA-required seat belt and impaired driving enforcement periods such as *Click It or Ticket* and *Drive Sober or Get Pulled Over*. A majority of shipments are made to law enforcement and other traffic safety partners to help support these grant-funded enforcement efforts.

Funding will support the storage and distribution of materials to the public, law enforcement agencies, and other traffic safety organizations.

Community Programs – FY 2015

Communications Strategic Counsel

Project Number	CP-15-03	
Benefit to Locals	No	
Grantee	OHSP-PI&E	
Grant Amount, Funding Source	\$50,000	402
Grant Start-up	October 1	
SHSP Strategy	Conduct effective communications and outreach activities. Support public information and education campaigns.	
Project Objective	Provide expertise related to new situations, opportunities, and challenges through September 30, 2015.	

At times, there is a need to utilize OHSP's creative and advertising contractor for strategic counsel on issues, which the office cannot anticipate and plan for in advance. Without access to this resource, OHSP may not be able to adequately assess and react to new challenges, situations, and opportunities. The contractor will also be able to provide much needed experience and expertise with social media tools to develop and launch applications to support traffic safety programs.

Funding will allow OHSP to access this service quickly and efficiently on a special need basis.

New Legislation Publicity

Project Number	CP-15-03	
Benefit to Locals	No	
Grantee	OHSP-PI&E	
Grant Amount, Funding Source	\$10,000	402
Grant Start-up	October 1	
SHSP Strategy	Publicize new laws pertaining to legislative changes.	
Project Objective	Update the public about new traffic safety laws as needed through September 30, 2015.	

Education about the state's traffic laws is vital for increasing public compliance. The legislature addresses traffic safety in each session and, from time to time, this will result in legislation about which the public will need information. Which bills will be enacted into law in a given year is not predictable, only that there will most likely be some kind of legislative changes that will affect traffic safety on Michigan roadways.

Funding will allow OHSP to provide information about new laws or changes in current laws to the appropriate audience in a timely manner.

Community Programs – FY 2015

Upper Peninsula Winter Driving

Project Number	CP-15-03	
Benefit to Locals	No	
Grantee	OHSP-PI&E	
Grant Amount, Funding Source	\$15,000	402
Grant Amount, Funding Source	\$55,000	402-Paid Media
Grant Start-up	October 1	
SHSP Strategy	Conduct effective communications and outreach activities. Support public information and education campaigns.	
Project Objective	Purchase up to two 15-second television media spots and at least one 30-second radio spot in the UP media market to address winter driving hazards by September 30, 2015.	

During winter, severe road conditions and limited visibility make driving in the Upper Peninsula extremely hazardous. Motorists need to be reminded about safe winter driving behaviors in the weeks preceding and following the first snowfall of the season.

Funding will support a winter driving paid advertising effort and the purchase of banners.

Governor's Traffic Safety Advisory Commission (GTSAC) 75th Anniversary

Project Number	CP-15-03	
Benefit to Locals	No	
Grantee	OHSP-PI&E	
Grant Amount, Funding Source	\$15,000	402
Grant Start-up	October 1	
SHSP Strategy	Conduct effective communications and outreach activities. Support public information and education campaigns.	
Project Objective	Complete an update to the original Michigan History Magazine article that includes the next 25 years of traffic safety activities and accomplishments by September 30, 2015.	

The purpose of the GTSAC is to provide leadership in the identification of state and local traffic safety issues and promote recommended strategies to address them. Historically, the Commission has led or supported efforts that establish Michigan as a leader in traffic safety. This project will help recognize the GTSAC's activities and accomplishments.

Funding will support the costs associated with the updates.

Community Programs – FY 2015

Operation Combined Accident Reduction Efforts (C.A.R.E.) Message Development

Project Number	CP-15-03	
Benefit to Locals	No	
Grantee	OHSP-PI&E	
Grant Amount, Funding Source	\$50,000	402
Grant Start-up	October 1	
SHSP Strategy	Conduct effective communications and outreach activities. Support public information and education campaigns.	
Project Objective	Develop and deploy public information materials by September 30, 2015.	

Thanksgiving is the deadliest holiday in Michigan for traffic crashes besides Labor Day. In 2013, 10 people lost their lives in fatal traffic crashes on Michigan roadways during the Thanksgiving holiday period. High-visibility enforcement increases compliance with traffic laws. The credible threat of a citation or arrest reduces traffic crashes, fatalities, and injuries.

Operation C.A.R.E. began in 1977, through the efforts the Michigan State Police (MSP) and Indiana State Police. The C.A.R.E. project was designed to reduce traffic collisions and injuries through public information, education, and strict consistent interstate enforcement. The first Operation C.A.R.E. kicked off on the Fourth of July weekend with a major press conference. It was such a huge success, the program immediately expanded to other state police agencies. Traditionally Operation C.A.R.E. efforts have utilized regular funding for enforcement, not overtime funding. This will be the largest Operation C.A.R.E. campaign in MSP history.

OHSP will fund an Operation C.A.R.E. Thanksgiving enforcement period to reduce the number of fatalities and injuries during the heavily traveled holiday. All MSP posts will participate. The high visibility enforcement will focus on speeding, aggressive driving, seat belts, texting, and impaired driving.

Funding will support message development and deployment.

Traffic Safety Summit

Project Number	PT-15-01	
Benefit to Locals	Yes	
Grantee	Traffic Improvement Association (TA)	
Grant Amount, Funding Source	\$8,000	01/27/15 402
Grant Start-up	October 1	
SHSP Strategy	Conduct effective communications and outreach activities. Support public information and education campaigns.	
Project Objective	To provide funding for the closing general session speaker during the Traffic Safety Summit.	

Community Programs – FY 2015

This task will provide additional funding for the closing speaker for the Michigan Traffic Safety Summit scheduled for Thursday, March 26, 2015.

Outreach and Partnership Support

Project Number	CP-15-01	
Benefit to Locals	No	
Grantee	OHSP Special Projects	
Grant Amount, Funding Source	\$50,000	01/21/2015 405(b)
Grant Start-up	October 1	
SHSP Strategy	Implement Michigan's current Child Passenger Safety Strategic Plan. Support public information and education campaigns.	
Project Objective	Develop new and innovative projects and programs to increase seat belt use.	

Michigan has long been a leader in Occupant Protection, leading the nation in seat belt use in 2008 and 2009. Since then belt use has dropped slightly, but Michigan still achieves a consistent use rate above 90 percent. While Michigan has a strong enforcement presence and paid media component for the Click It or Ticket mobilization, a sustained, non-enforcement effort targeting adults who do not wear seat belts at all or regularly is needed to supplement the enforcement campaign.

Funding for this task will be used in the development of projects and programs to support outreach efforts aimed at increasing seat belt use among the adult population who do not consistently use seat belts.

Task 2: Program Management		\$87,000
		Revision 06/19/2015
		\$86,000
Section 402 funds		\$87,000
	Revision 06/19/2015	\$86,000

Program Management

Project Number	CP-15-02	
Benefit to Locals	No	
Grantee	OHSP-Program Management Section	
Grant Amount, Funding Source	\$87,000	402
	\$86,000 06/19/2015	
Grant Start-up	October 1	

Funding will provide for the shared costs of the Program Management team required to implement and manage the OHSP programs.

Community Programs – FY 2015

The detailed budget for the FY 2015 grant follows:

FY 2015 Program Management – Budget

- Salaries (\$1,135,015)
- E-Grants (\$150,000)
- Supplies (\$25,000)
- Vehicle Operations (\$21,000)
- Team Travel (\$26,000)
- Staff Training (\$28,000)
- Membership Dues (\$2,000)
- Indirect Costs (\$309,017)
- Traffic Safety Committee Meeting Costs (\$4,000)
- Fringes (\$845,856)
- Postage (\$2,000)
- Office Equipment Leasing (\$4,000)
- Non-OHSP Travel (\$5,000)
- Office Equipment (\$8,000)
- Orientation Meeting Costs (\$2,000)
- Support of Traffic Safety Summit (\$80,000)
- Audit Costs (\$35,000)